IN THE CLAIMS

Claims 1-65 (Canceled).

66. (New) A method comprising:

providing a customer identifier together with information about the identified customer's preferences to a service provider;

receiving a plurality of graphical user interfaces from said service provider, each graphical user interface to include content related to the products or services of a particular retail vendor, the content customized, at least in part, based on said information and not to include advertising for another retail vendor; and

preventing the identified customer from using Internet services through said service provider without the customer first viewing, in sequence, at least three graphical user interfaces from said plurality.

67. (New) The method of claim 66 including tracking the customer's activities while interacting with the graphical user interfaces in said plurality.

68. (New) The method of claim 67 including receiving updated content for said plurality of graphical user interfaces based on said tracking.

69. (New) The method of claim 66 including modifying, on a client system, the content of one graphical user interface in said sequence based on a selection made in the immediately prior graphical user interface in said sequence.

70. (New) The method of claim 66 wherein providing a customer identifier together with the identified customer's preferences includes providing a plurality of customer identifiers to identify each customer that uses a particular client system, and receiving graphical user interfaces from said service provider, a set of said graphical user interfaces customized for each identified customer.

71.   (New) A method comprising:

keeping a record of a user's activities on an activity graphical user interface, the activity graphical user interface received on a processor-based system from a service provider, said activity graphical user interface to include content that is customized for the user on behalf of a particular retail vendor, said activity user interface without content from other, unrelated retail vendors;

in response to the selection of an indicator on a sign-in graphical user interface, identifying a current user of the processor-based system, said sign-in graphical user interface having different indicators for each known user of said particular processor-based system; and

customizing content for a selection graphical user interface, said customization based on the current user of the processor-based system, the current user's recorded user input, and the products or services of the particular retail vendor, said selection graphical user interface other than said activity graphical user interface and said sign-in graphical user interface.

72.   (New) The method of claim 71 including providing Internet services to the known users of the processor-based system through said service provider on behalf of said retail vendor.

73.   (New) The method of claim 72 including preventing the known users of said processor-based system from accessing said Internet services without first receiving said selection graphical user interface.

74.   (New) The method of claim 71 including receiving the preferences of each known user of said processor-based system.

75.   (New) The method of claim 74 including providing said preferences and the record of each user's activities to said service provider and not to said particular retail vendor.

76.   (New) The method of claim 71 including receiving said selection graphical user interface from said service provider, said selection graphical user interface having a predefined set of selectable options that, if selected, will cause the system to access said particular retail vendor's web site.

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77.   (New) The method of claim 76 including receiving an activity graphical user interface from said service provider in response to the current user's selection of a selectable option on said selection graphical user interface that is not related to said particular retail vendor.

78.   (New) The method of claim 77 wherein receiving an activity graphical user interface includes receiving a help activity graphical user interface in response to selection of a help button on said selection graphical user interface.

79.   (New) The method of claim 77 wherein receiving an activity graphical user interface includes receiving an activity graphical user interface for Internet services, said Internet services activity graphical user interface to provide a limited number of options.

80.   (New) The method of claim 77 wherein receiving an activity graphical user interface includes receiving an activity graphical user interface for e-mail services.

81.   (New) A machine-readable medium having instructions that when executed cause a machine to:

receive a user identifier from a service provider to track the activities of the identified user of the machine;

receive a plurality of graphical user interfaces from said service provider on behalf of a particular retail vendor, the graphical user interfaces to include content customized for the identified user based on that user's activities and said particular retail vendor's products or services, other content on said plurality of graphical user interfaces devoid of advertising relating to other retail vendors; and

in response to each selection made by the identified user on sequentially displayed graphical user interfaces, modify the customized content on the graphical user interfaces based on the selections.

82.   (New) The machine-readable medium of claim 81 further storing instructions that when executed cause the machine to receive a user identifier for each user of the machine.

83.   (New) The machine-readable medium of claim 82 further storing instructions that when executed cause the machine to modify customized content for one identified user based on another identified user's preferences and past activities.

84.   (New) The machine-readable medium of claim 81 further storing instructions that when executed cause the machine to provide a log of the tracked activities to a service provider for service provider modification of customized content.

85.   (New) The machine-readable medium of claim 81 further storing instructions that when executed cause the machine to modify the customized content on the machine.